

Economic Effects

- There was no statistically significant difference in self-reported revenue changes between comparison and treatment sites, even when looking at individual treatment/comparison pairs.
- Based on the data, the perceived effect on the number of customers per day was much worse at comparison sites than treatment sites, indicating that the median did not affect customers as severely as owners originally thought.
- The single-location local business was the only business type that had a statistically significant difference in perceived revenue decreases due to the economy **and** the median, noting that although the economy was the primary reason for decreased revenues, the median was the perceived cause in revenue decreases in many cases also.
- An analysis of the rate of new or vacant businesses (i.e. turnover) showed that treatment corridors typically had more new or vacant locations than their comparison sites. Thus, while the economic comparison of businesses on treatment and comparison sites showed very little differences, there may be evidence that some treatment-site businesses may have left the location prior to the survey date. Conversely, a high occurrence of new businesses points to at least some positive economic activities at the treatment sites.

Surrogate Effects

- Overall, business owners and managers believed that roadway modifications did not improve safety; however, treatment sites were much more likely to indicate positive safety benefits. This is also true when looking at individual site pairs. This finding likely indicates a perception change after the median is actually installed and driver behavior changes.
- Only 15% of business owners and managers at treatment corridors actually ranked accessibility as the number one consideration of customers at their businesses. In fact, 62% of treatment respondents at these sites ranked accessibility as 4th, 5th, or 6th.
- Treatment sites responses said operations had improved or stayed the same 71% of the time, while comparison sites only thought operations would improve or stay the same 57% of the time, indicating that the before business survey population were less likely to agree with that operations would improve than those businesses that had seen the operational improvements following construction.
- Business responses said safety had improved or stayed the same following construction with a response rate of 64%.
- Accessibility to the store was perceived to be much worse between comparison and treatment respondents; however, the perception at treatment sites was much better than